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COMPETITIVE ANALYSIS OF FASHION CYCLE & EMERGING TREND

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ABSTRACT

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Fashion can be illustrated in many different approaches. Fashion is very opinionated, unpredictable, virtual, sporadic, and time related. Fashion is the invention and promoting of new styles of clothing, a admired trend, or a style of doing something. Fashion and culture are entirely interacted with each other. Fashion is a mammoth part of the artifacts, behaviors, values, customs, and reciprocal way of life for the member of society use to survive with their world, one another, and pass down to their next generation. In current years, high competitiveness, market complication & hi-tech advances permit the trend process to be swiftly developed. So it is essential to dig up the most up-to-date glance in the shop for effectively sell & have most profitable business. The rising fashions in trend research are exposed through the survey of the operational method of all professions related to trend research & its application. Information were collected from research institute, academic Fashion research lab & producer. German & Bangladesh are chosen as the developed & developing countries respectively. The survey reveals latest & different approaches, processes & routines in tracking envisioning communicating & affecting trend. Competitive data disclose that in developed countries style route was normally developed, customized, promote & then moved up through high struggle, compound market sectors & development in machinery or equipment. There the Fashion trend is accelerate by professional & cultural fashion organization, global fashion show, digital media, active fashion forecasting, information centre & overall good economic condition. On the other side, developing country are only for proto type makers due to lack of trend organization, fashion study, fashion fair, communication & digital mass media. There the Fashion trend is decelerate by bad economic condition, cultural & religious customs, laws & other governmental regulations, disruptive events.

Key words: *fashion trends, development organization, customer demand*

INTRODUCTION

Fashion is the style & custom that is accepted at a given period of time & it keeps on altering from time to time. As the world steps forward toward the modernization of more powerful machines which are easy to manipulate, on the other hand fashion is not present behind. Different category of clothes made from different resources & designs have made people to modify their approach of dressing of which smartness may differ from one being to the other.

What anyone dresses in can easily enlighten what category of a person he is, the conduct & generally you can be accorded respect as per the style of your dressing. Fashion also varies according to age, social class, generation profession & the geographical site. Fashion has also been used to represent a certain social class as one can simply notify the class one belongs to through the mode of dressing & the make ups used & the stuff. It can also enlighten someone's profession & the geographical region one is coming from.

Fashion changes rapidly according to the trends & taste of people. Fashion is the word which means self confidence & satisfaction. Fashion has its own definition to any fashionable person. One person as being fashionable is one's choice & it's a mirror to one's own personality.

People purchase the latest styles to set up themselves as individuals, but the styles aren't latest for very long. Soon they spin into trends, with everybody parading around city in the similar costume. This sequence allows people to once again buy a unique item of clothing, re-establishing their individuality.

IMPORTANCE OF LATEST FASHION TREND FOR GAINFUL BUSINESS

All of nation tries to match their costumes, characteristics, pet, even the food they eat to what is known at that time to be "fashionable". The understandings of societal & cultural trends & include them into product & service is becoming more & more essential during the previous few years. The situation of post capitalistic markets, with universal contest, market saturation & fast product obsolescence has given new significance to consumers or users & their needs as a source for construction of product. The competitive benefit in design business nowadays is based on the capacity to embed user values into competitive products & to innovate latest ideas according to social & cultural custom (Brown 1991).

The person is using fashion as a medium for creation a personal speech about their self-image, in an attempt to promote them both physically & psychologically. The capability of fashion retailers promptly to deliver the most recent fashion look to the shop floor is currently an essential as fashion styles & trends modify at increasing velocity & regularity. Such a swift moving trade requires the fashion consumer to make faster & faster product decisions if they are to stay forward of their competitor. In the final investigation the fashion consumer who gets the latest appear into their shop earliest, & effectively sells it all is going to have the most money-making business.

If the company does not procure the goods that the consumers demand, or if they fail to catch the right products to the right place at right moment, then the company will suffer. No matter how excellent the sales team is in the shops or the accountants in the back of the office, without the exact goods they will not be capable to make sufficient sales & in the end not adequate profit. Fashion trade is not just about the buyer buying what she individually likes or essential regarding buying the most recent fashion trends – it is about supplying the business client with what they wish for. The fashion trade is beset with business that have gone or going bust.

ROUTE TO BE FAMILIAR WITH LATEST FASHION TREND & CUSTOMER DEMAND

As with any other form of business activity, fashion trade requires a sound marketing approaches if it is to accomplish something. Marketing is a business idea that ensures any trade or association delivers to the consumer what they want, rather than forcing them to agree what the business thinks they wish for. It is no use assumption what the fashion client want, elegant fashion trade use a combination of detailed design investigate & marketing performance to make sure they know what is required. That's why the universal fashion apparel engineering is one of the most significant sectors of the economy in terms of investment, profits & trade & service invention all over the world. Apparel business has tiny product cycles, incredible product diversity, explosive & unpredictable demand, extensive & inflexible supply processes. The trade has been in a evolution over the last 20 years.

At present, Fashion trade not just supply with the require of younger generation but it covers almost public of all eras. Fashion designers design garments for each occasion from wedding to festivity, seminar & yet funeral.

In current years, high contest, market difficulty & scientific advancement have enabled the trend route to develop swiftly. In developed countries where trend explore has long been established, employees are expert, & funds are larger, new trend study & application approach are easy to extend. One the other hand, in developing states where the implication of fashion study is not well known, people are lack proficient & budgets are low; alternative techniques to collect information to survive in a competitive market are utilized.

FASHION BUSINESS & TREND PROCESS IN DEVELOPED COUNTRIES (EG: GERMANY, ITALY)

Germany is preferred as the principal in fashion for this research in the trend process because German or Italian fashion is for each one in the social order, & is not as exclusive as French fashion. German fashion, thus, is more entrenched in cultural values & is more robustly linked with the trend process.

In German or Italy, clothes & trimmings connected to a design of artistic quality, functionality & comfort, constructing recent & latest surroundings for familiar social dealings. Whereas France focused on the design of lavishness & dissimilarity, German style has been characterized from the creation as a face of a fashionable style, usually reasonably priced & close to different societal groups. On the part of manufacture, this leads German fashion to develop into a manufacturing division capable to manufacture huge quantities of products, while French fashion remains based on craft creation distinguished by stylish & costly processes to assure high class & personalized products.

Circumstances such as globalized market, populace migration, the capillary dispersion of contact means, inclined the technique in which social communities develop into localized & diffused. German & Italian design began to modify, trying to turn into an expression of a cultural universal plurality, which today characterizes fashion (Simmel 1957). The trend process was frequently developed, and then speeds up through the dynamic forces of high competition, complex market sectors & expansion in technology in order to swiftly accumulate & be aware of target consumer information. This led to high efficiency in using the information to entrench customer ideals in products & innovate according to societal & cultural trends.

THE FASHION BUSINESS & TREND PROCESS IN DEVELOPING COUNTRIES (EG: BANGLADESH)

Bangladesh is preferred as a follower in fashion in this investigates because it has been a manufacturing state with one of the major exporters in readymade garments. Bangladesh government has been promoting the trend process to make Bangladesh more aggressive in the international sell.

The fashion trade & industry in Bangladesh are different from those of Germany & France in that designers & manufacturer lack assistance. In the case of in house designers, when designer offer a latest product different from the conventional, producer do not be familiar with nor carry the significance of design uniqueness. Designer-owned brands also face a similar difficulty once the producer refuses to do tiny orders, or if the design contains of details that have not at all been made earlier than. This consequence in extremely high values for products with distinctive design, mainly in a niche market as a good number of clients cannot afford that. Many risk free producers are more interested in repetition already successful products. As they are mass-produced, the prices turn into lesser, & also more reasonable as well as popular for mainly domestic customers.

In the west, the socio-cultural movement is the driving manipulate on customer view, standard of living & in style. On the opposite, customers in Bangladesh allow any latest fashion without involving to any socio-cultural matter.

However, the garment mechanized & export business of Bangladesh is one of the main revenues of the country. Trend information, thus becomes an essential in product planning & expansion for export. Therefore, Bangladesh held trade fairs to display their design & making facilities, counting how their products go along or robust into some specific global trends. However, there are still barriers in use trend information in Bangladesh, as those in charge of design are often more similar to prototype makers or factory owners. The expectation for trend information is more an inquiry of what style, shades or shape to be made to reduce risks, not to recognize the origins of trends in order to enlarge creativity.

RESEARCH METHOD

Developed & developing states cover different resources, restrictions & ways to get together & apply trend information in order to stay alive in the competitive market, one more purpose of this is to compare & discover similarities, variations, troubles & appropriate option for trend process progress in developed & developing states. Germany is chosen as the chief in trend for this study in the development process because German or Italian trend is for each one in the public order, & is not as restricted as French fashion. Bangladesh is preferred as an admirer in trend in this study because it has been an industrialized state with one of the chief exporters in convenient garments.

The growing fashions in trend investigate are uncovered during the study of the operational technique of all professions associated to trend research & its relevance. Information was composed from research foundation, educational Fashion explores lab, manufacturer, development bureau, Social culture fashion association, merchant organization, trend organization. We compare various data & information between developed & developing country to investigate different approaches, process, routines, barriers for foreseeing fashion trend & predicting those trends early enough to allow time for production to meet the consumer demand. Because of the time required for textile design & development, the textile segment leads in recognizing fashion direction. Accurate forecasting makes it possible for the fashion industry segments to prepare for & meet consumer demand with products that will be accepted & purchased.

RESULTS & DATA

	Germany Association							Bangladeshi Association						
Development process	Professional Organization	Development Agency	Merchant Organization	Socio cultural Development process	Publisher	Very early Fashion Admirer	Early Fashion Admirer	Development Organizer	Producer	Development Organizer	Early Fashion Admirer	Government	Medium Fashion Admirer	Late Fashion Admirer
Operational method & related association														
1. Trend organization		p					P							
2. Socia-cultural Fashion association				P								P		
3. Group effort between research institute, development association & corporation workshop to develop concept to the corporation		p		P		p								
4. Opening subdivision in the region of the world		p		p	p									
5. Fashion study section in the corporation								P						

Cont'd

	Germany Association							Bangladeshi Association						
	Professional Organization	Development Agency	Merchant Organization	Socio cultural Development process	Publisher	Very early Fashion Admirer	Early Fashion Admirer	Development Organizer	Producer	Development Organizer	Early Fashion Admirer	Government	Medium Fashion Admirer	Late Fashion Admirer
6. Inner being ability in tracking & applying trends								P		p				
Deliverables- category of information result														
1. Common presentation on predict potential										p	P			
2. Adapted fashion manuscript for each corporation		P				p								
Communicating, distributing & network building														
1. Fashion show to gather response from fashion analysist & consumer	P					p		P						
2. Fair to gathered response from consumer	P		p			p		p						
3. Showroom to gathered response from consumer									p	P				
4. Common trade fair with a collection of material & merchandise														
5. Exact magazine/catalog/journal for target promote	P		p			p	p	P						
6. Invite prospective consumers at trade fair to industrial unit for relationship									p				p	p
Significant event planner who distribute fashion														
1. Industry segment	P		p											
2. Government											p			
Understanding of socicultural changes affecting fashion trends								p		p				
Information Assembly & Archiving														
1. Digital Media				p		P		p		p	p			
2. Digital information / Archive				P										

"P" = Provide or Practice

CONCLUSION

The investigate showed that rising trends in fashion trend route can be apply to other sections to enlarge efficiency, understanding & speed in gathering & utilizing target consumer information. This is helpful for developing states with a lot of restrictions such as Bangladeshi Association Government support is vital, but should be carried out with a full perceptive of troubles & restrictions. Implementing the methods of developed states cannot yield utmost results. Instead, proper methods must be developed to suit local framework, starting with the understanding of individuals to countrywide association. Trend leaders who have effectively solved troubles in the fashion trend process in Bangladesh are an excellent model to be intimately studied & used as a representation for business in other divisions in developing states.

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